

**AMENDMENT TRANSMITTAL LETTER**Docket No.  
08212/0200298-US0  
NC28129US

Application No. 09/580,583	Filing Date May 30, 2000	Examiner Y. Retta	Art Unit 3622
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Applicant(s): Toni Kopra

Invention: LOCATION AWARE PRODUCT PLACEMENT AND ADVERTISING

**TO THE COMMISSIONER FOR PATENTS**

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
<b>Total Claims</b>	10	- 24 =		x	
<b>Independent Claims</b>	3	- 8 =		x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>					0.00

 Large Entity Small Entity No additional fee is required for this amendment. Please charge Deposit Account No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_.  
A duplicate copy of this sheet is enclosed. A check in the amount of \$ \_\_\_\_\_ to cover the filing fee is enclosed. Payment by credit card. Form PTO-2038 is attached. The Director is hereby authorized to charge and credit Deposit Account No. 04-0100  
as described below. A duplicate copy of this sheet is enclosed. Credit any overpayment. Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.  
Bruce E. Black

Dated: February 7, 2005

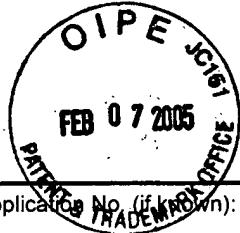
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Application No. (if known): 09/580,583

Attorney Docket No.: 08212/0200298-US0  
NC28129US

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AF/3622 ZMW

Docket No.: 08212/0200298-US0  
NC28129US  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Toni Kopra

Application No.: 09/580,583

Confirmation No.: 8331

Filed: May 30, 2000

Art Unit: 3622

For: **LOCATION AWARE PRODUCT  
PLACEMENT AND ADVERTISING**

Examiner: Y. Retta

**AMENDMENT AFTER FINAL ACTION (37 C.F.R. SECTION 1.116)**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated December 8, 2004 finally rejecting claims 19, 21-34 and 36-41, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.